

Second annual Tahoe Tourism Forum to present what's new for summer 4/19/2010 The Record Courier Staff

A free tourism forum presented by the Lake Tahoe South Shore Chamber of Commerce and the Lake Tahoe Visitors Authority will be held from 9 to 11 a.m. April 29 at the Duke Theater at Lake Tahoe Community College.

The “Your Town Forum” will provide South Shore businesses an opportunity to hear from tourism experts about what's new for summer.

The LTVA will preview its new strategic plan and unveil the 2010 summer marketing campaign. Representatives from the Sierra Nevada Conservancy and the Sierra Business Council will talk about “geotourism,” what it is and why it matters. The chamber and the LTVA will discuss what their organizations are doing to support Geotourism and how people can get involved.

Attendees will also learn about the new California Welcome Center in El Dorado County and hear presentations on new events in Lake Tahoe, including Lake Tahoe Restaurant Week, Hot August Nights and Iron Girl.

Guest speakers include Pettit Gilwee from the California Travel and Tourism Commission, Debbie Manning from El Dorado Hills Chamber of Commerce, Bruce Walters from Hot August Nights, Bob Kingman from Sierra Nevada Conservancy, Nicole DeJonghe from Sierra Business Council, Duncan/Channon Agency, “B” Gorman from the chamber and Carol Chaplin and Mike Frye from LTVA.

The event is free and open to the public. For more information, call the chamber at (775) 588-1728, or visit www.tahoechamber.org.